

# Getting Started in Exporting Workshop

**Learn Step-by-Step the Process of How to Expand  
Your Business by Entering the Export Market**

## Discover the opportunities in international food markets and how federal assistance programs can help increase your export sales

Join the Food Export – Midwest and the Indiana State Department of Agriculture on May 21st at the Radisson Hotel City Centre in Indianapolis to discuss exciting opportunities in the export market as well as the federal assistance programs available to help U.S. food exporters break into new markets. Learn from keynote luncheon speaker Constance Jackson, Associate Director, USDA, Foreign Agricultural Service, international trade and development expert.

### You'll learn the keys to exporting success:

- **Determine your firm's level of "export readiness" and what you need to do to go to the next step.**
- **Build a network of public and private export assistance and make profitable use of export promotional activities.**
- **Research and target your top markets for export and create an effective marketing strategy.**
- **Understand terms-of-sale and payment, and prepare competitive quotes to trade leads.**
- **Select the best method of distribution for your products, understand basic export documentation and procedures, and develop an overall export policy that best suits your company.**
- **Integrate all the elements of the export transaction in a step-by-step method.**

## For More Information

**The cost of this seminar is \$65 per company, includes 1 participant,  
additional participants \$15 each. Morning break refreshments and lunch provided.**

**Registration deadline: May 14, 2007!**

**For more information on the program, please contact Lesley Taulman at  
ltaulman@isda.in.gov or 317.233.1485. Or fax this form back to 317.232.1362.**

(NOTE: Your registration will be confirmed via email.)

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

PRODUCTS \_\_\_\_\_

☐ Check this box if you no longer want to receive faxes or e-mails from Food Export – Midwest. Please tell us why and provide your company name and fax number \_\_\_\_\_

Fax this form back to 312.334.9230. If you would like to hear about future Food Export – Midwest promotions via e-mail, please provide your e-mail address \_\_\_\_\_

Food Export – Midwest administers many services through Market Access Program (MAP) funding from the USDA Foreign Agricultural Service.



**Time:** 8:00 am – 5:00 pm

**Location:** Radisson Hotel City Centre  
31 W. Ohio Street  
Indianapolis, IN 46204

### All Pre-Registered Attendees Will Receive:

- **A top 25 export market report for your products.**
- **Automatic enrollment in Trade Lead Connection, which gives you leads from interested, international buyers.**
- **Global Food Marketer, Food Export – Midwest's and Food Export – Northeast's newsletter.**

### What is the Branded Program?

The Branded Program is a service offered to small Midwestern and Northeastern food and agricultural companies to help them off-set international marketing expenses. It's a cost-share program that reimburses 50% of approved promotional expenses like tradeshow fees, brochures, advertising, label changes (if required by market regulations), etc. This means you could place twice the number of ads, attend two tradeshows instead of one, ship products to four potential clients instead of two, etc. Bottomline—it can save you money in your international exporting endeavors!

**HURRY! Register for the workshop today.  
Space is very limited.**

**About Food Export Association of the Midwest  
USA and Indiana State Department of Agriculture**

Food Export – Midwest is a private, non-profit association that offers services to help U.S. food and agricultural companies promote their products in foreign markets.



### Food Export Association of the Midwest USA

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